

## HAIR COLOR WITH BOTANICAL PIGMENTS

PHYTO's expert colorists have created the first ammonia-free, permanent hair color with botanical pigments that combines color performance with beautiful hair and a gentle action on the scalp.

**COLOR PERFORMANCE:** The PHYTOCOLOR formula is enriched with a unique blend of botanical pigments derived from five dye plants, selected for their superior pigmenting properties. Their high concentration in the pigment base – up to 74%, depending on the shade – ensures an intense, natural color with radiant nuanced highlights that acts as a shine booster and does not fade. 100% of grey hair is covered from the first application.

**GENTLE & COMFORTABLE FOR THE HAIR & SCALP:** jujube bark extract was specially chosen for its soothing and hydrating action, while Epaline™ was selected for its anti-irritant and anti-itching properties.

**HAIR CARE & BEAUTY:** a duo of precious oils – jojoba and monoi – treats the hair fiber, delivering deep-down nourishment and exceptional shine.



### SAFETY INSTRUCTIONS: READ BEFORE USE

**IMPORTANT: HAIR COLOR TREATMENTS CAN CAUSE SEVERE ALLERGIC REACTIONS THAT CAN BE SERIOUS. IT IS RECOMMENDED TO READ AND FOLLOW THE INSTRUCTIONS PROVIDED:**

Only use to color the hair. Do not use to color the eyebrows or eyelashes. Failure to comply with this instruction may result in blindness. This product should not be used if you are under 16 years old. Black temporary henna-base tattoos may increase the risk of allergies.

#### DO NOT COLOR YOUR HAIR IF:

- Suffering from a rash on the face or if you have a sensitive, irritated or damaged scalp.
- You had a prior reaction to a hair color product.
- You had a prior reaction to a black temporary Henna-based tattoo.

#### SENSITIVITY TEST THIS MUST BE PERFORMED 48 HOURS BEFORE EACH USE OF THIS PRODUCT:

**SENSITIVITY TEST:** Perform a sensitivity test on about half an inch of your skin, either behind the ear or on the inside of the elbow. Apply a small amount of the color cream using a cotton swab. Reapply 2 or 3 times, letting product to dry in between applications. Carefully replace the cap on the coloring product. Do not wash off, touch or cover for 48 hours. If, during this period, itching, swelling or redness occur in the area or around the area tested, DO NOT APPLY PRODUCT. The absence of any reaction does not guarantee that an allergic reaction will not occur during future applications. This test is an important precaution. IF IN ANY DOUBTS, CONSULT A DOCTOR.

#### SAFETY INSTRUCTIONS:

• **IN CASE OF REACTION DURING APPLICATION** intense stinging, irritations, blemishes, itchiness, or a burning sensation on the scalp, immediately rinse off and as the symptoms could be an indicator of a more serious problem. Before coloring your hair again, a physician's consultation is recommended. If the skin becomes rapidly inflamed or if you suffer from vertigo, feel shortness of breath or your eyes or face become swollen rinse off and **SEEK MEDICAL ASSISTANCE**.

• **AFTER COLORATION OR A FEW DAYS LATER**, if you develop symptoms such as itchiness of the skin or the scalp, if a rash breaks out on the skin or the scalp, if your eyes or face become swollen or your skin or scalp starts to blister **YOU MUST CONSULT A DOCTOR IMMEDIATELY**.

• For all questions relating to your personal sensitivity, please consult your doctor.

#### WARNING:

- Wear suitable gloves.
- Avoid contact with eyes.
- Rinse immediately if product comes into contact with them. If you are wearing contact lenses, remove your contact lenses and then rinse your eyes immediately and thoroughly with lukewarm water and consult a doctor.
- Contains hydrogen peroxide, phenylenediamines (toluenediamines).  
Mixture ratio: **1:1**
- Prepare and apply the mixture ideally in a well-ventilated place.
- Rinse your hair thoroughly after applying the mixture.
- Single-use kit; discard any remaining product immediately.
- Do not inhale or ingest the product.
- Contains ingredients that may cause serious eye irritation and even permanent lesions: avoid all contact with the eyes.
- Avoid all contact with metal (accessories or equipment).
- Keep out of the reach of children.

## DIRECTIONS

- For a first application on long or very thick hair, we recommend that you use two kits.
- For best results, the color treatment must be done on healthy hair. After a perm or a hair-relaxing treatment, we recommend that you wait two weeks before coloring.
- To remove traces of product on the skin, cleanse with water and soap on a cotton pad.

### EASY PREPARATION - To use product follow directions for use



Put on the gloves and place a towel on your shoulders to protect your clothes from any dripping.



Open the applicator bottle 1. Pierce the coloring cream tube 2 with its cap. Pour entire contents into the applicator bottle 1.



Replace the cap on applicator bottle 1 and shake well until mixture is even.



Break the applicator tip immediately to prevent the product from bursting out of the container and/or splashing onto surfaces.



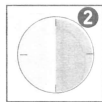
Apply directly to dry hair.

### SIMPLE APPLICATION: to dry, unwashed hair

#### APPLICATION - CASE N° 1: To hair that has never been color-treated in the past



Apply the mixture at the roots, separating hair, strand by strand, with the help of applicator nozzle 1. Comb the remainder of the product through your hair and massage carefully.



Leave on for 30 minutes. Do not be concerned by the color of the mixture.



Directly after, pour a small amount of lukewarm water on hair and massage gently to lather the coloring product.



Rinse thoroughly with lukewarm water until water runs clear. Do not shampoo. Spread Color Protecting Mask all over hair and rinse immediately.

#### APPLICATION - CASE N°2: To already colored hair, when natural color shows at the roots

**1** Apply the mixture at the roots, separating hair, strand by strand, with the help of the applicator nozzle 1. Leave on for 20 minutes for color to take effect on the roots.

**2** Comb the remainder of the product through your hair. Leave on for 10 minutes.

**3** Directly after, pour a small amount of lukewarm water on hair and massage gently to lather the coloring product.

**4** Rinse thoroughly with lukewarm water until water runs clear. Do not shampoo. Spread Color Protecting Mask all over hair and rinse immediately.

## COLOR MAINTENANCE

For long-lasting color and radiance, use the complete PHYTOCOLOR hair care routine. Get your online, personalized hair diagnosis on [phyto.com](http://phyto.com).